

A Study on Diversity and Inclusion in the Recruitment Process at Rudrone Technologies, Chennai

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Abstract

In today's dynamic and socially conscious business environment, fostering diversity and inclusion (D&I) within recruitment practices is essential for building equitable, innovative, and high-performing organizations-particularly in evolving sectors like AgriTech. This study examines the diversity and inclusion strategies employed by Rudrone Technology, a Chennai-based AgriTech company specializing in agricultural drone manufacturing, within its recruitment framework. The research explores how inclusive hiring practices, bias mitigation techniques, and equitable workplace policies are integrated to address challenges such as unconscious bias, limited outreach to underrepresented groups, and inconsistent inclusion efforts. Drawing on both primary and secondary data, the study assesses the impact of these strategies on workforce representation, employee perception, fairness, and organizational culture. Statistical tools such as percentage analysis, correlation, and chi-square tests were used to analyze data from 108 respondents. Key findings reveal a significant need for improved fairness, formal D&I training programs, and transparent promotion processes. The study concludes that while Rudrone has taken promising steps toward inclusive recruitment, further progress in education, policy enforcement, and leadership accountability is vital to achieving a genuinely diverse and inclusive workplace.

Keywords: Diversity, inclusion, recruitment process, workplace equality, human resource practices, rudrone technologies.

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Introduction

While the world progresses and globalizes at a rapid pace, we observe the development of new areas such as Diversity and Inclusion (D&I). There's a bold realization by organizations to appreciate and enlist individuals from different cultures, traditions, and experiences. Roughly speaking, the benefits of such a recruitment process are numerous, including improvement in the level of engagement and satisfaction among employees, enhancement in creativity and innovation, and finally, a sophisticated organizational performance.

This research investigates the incorporation of principles of diversity and inclusion in the recruitment process with the aim of understanding how organizations formulate attraction, selection, and retention strategies for individuals from diverse demographic and socio-cultural backgrounds. It looks into the issues and best approaches regarding inclusive hiring practices and how these practices advance equity and organizational productivity. By addressing both recruitment

dynamics and organizational culture, the study attempts to contribute towards explaining how employers can eliminate inequitable hiring practices that systematically discriminate against differences among candidates.

Objectives of the Study

- To study how organizations are embedding diversity and inclusion strategies into their hiring processes.
- To understand the extent to which diversity-oriented recruitment practices impact the capacity to draw a diverse pool of talent.
- To learn about the challenges that the organization is experiencing in developing an inclusive hiring environment, e.g., unconscious bias, insufficient resources, or resistance to change.
- To assess how a diverse workforce helps to build a positive company culture.

Need of the Study

Today's competitive business landscape has organizations reaching for not just financial achievement but also the creation of diverse, inclusive workplaces that are representative of the society they serve. While there is growing awareness, most companies are still grappling with the issue of attracting and hiring diverse talent because of unconscious bias, old recruitment ways, and the absence of formalized inclusion processes. This research is essential to identify gaps in recruitment policies, comprehend employee and HR professionals' perception of inclusive hiring, and suggest implementable strategies that can assist organizations in attracting diverse talent. This research's conclusions can be a starting point to ensure fairness, equity, and inclusivity during the hiring process—ultimately leading to a more innovative and resilient workplace.

Hypothesis

A hypothesis is an assumption, an idea that is proposed for the sake of argument so that it can be tested to see if it might be true. In the scientific method, the hypothesis is constructed before any applicable research has been done, apart from a basic background review. You ask a question, read up on what has been studied before, and then form a hypothesis.

There are Two Type of Hypothesis

- Null Hypothesis
- Alternative hypothesis

Null Hypothesis (H0): "Diversity and inclusion strategies in the recruitment process have no significant effect on the diversity of the candidate pool or the hiring outcomes."

Alternate Hypothesis (H1): "Diversity and inclusion strategies in the recruitment process significantly affect the diversity of the candidate pool and the hiring outcomes."

Tools for Analysis

The research study has used SPSS Tool (Statistical Package for the Social Sciences) is a software tool used for statistical analysis in social science. It helps users manage data, perform complex statistical tests and generate reports or visualizations. SPSS is known for its user-friendly interface, making it easier for researchers and analysts to interpret data and make informed decisions. Various tools are used in the research which are as follow, Percentage Analysis, Chi –Square, Correlation Analysis.

Limitations of the Study

- Participants may provide socially desirable responses or be influenced by personal biases.
- Organizations unwilling to share recruitment data or policies due to privacy concerns.
- The study may rely on subjective opinions rather than objective recruitment outcomes.
- Short-term study periods may miss long-term trends and changes in diversity and inclusion practices.
- Measuring unconscious bias in recruitment is challenging due to its implicit and automatic nature.

Company Profile

Rudrone Technology stands at the forefront of India's Agritech revolution a company born out of the belief that technology has the power to reshape agriculture and uplift the lives of millions of farmers across the nation. With an unwavering commitment to progress, Rudrone is transforming

the very foundation of Indian farming by integrating cutting-edge drone technology into the heart of rural operations. Rudrone's solutions are more than just tools they are answers to the most pressing issues in the field. Whether it's reducing farmers' dependence on expensive and scarce manual labour, enabling uniform and efficient spraying, or ensuring safety from chemical exposure, each Rudrone drone is designed with precision, performance, and protection in mind. By offering a seamless blend of smart engineering, operational efficiency, and user-centric design, Rudrone Technology is not only solving problems but reshaping possibilities. Each drone that takes off from Rudrone's facility carries more than just fertilizers or pesticides it carries the hopes of farmers, the legacy of agriculture, and the promise of a smarter future.

Analysis and Interpretation of Data

Table 1: Correlation between Challenges and Its Reflection on Career Growth and Advancement

Correlations			
		Challenge	Reflection
Challenge	Pearson Correlation	1	.575**
	Sig. (2-tailed)		.000
	N	108	108
Reflection	Pearson Correlation	.575**	1
	Sig. (2-tailed)	.000	
	N	108	108

**. Correlation is significant at the 0.01 level (2-tailed).

The Pearson correlation coefficient between Challenge and Reflection is 0.575, indicating a moderate to strong positive relationship. This correlation is statistically significant at the 0.01 level (2-tailed), based on responses from 108 participants. The results suggest that as individuals experience more challenges, their level of reflection also tends to increase. This supports the idea that engaging with challenges promotes deeper thinking and introspection, reinforcing the value of challenge-based approaches in personal or professional development.

Table 2: Chi Square Test on the Employee Opinion Based on their Experience

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.689 ^a	12	.055
Likelihood Ratio	22.648	12	.031
Linear-by-Linear Association	.212	1	.645
N of Valid Cases	108		

a. 10 cells (50.0%) have expected count less than 5. The minimum expected count is .94.

The Chi-Square test results indicate a marginal association between the variables, with the Pearson Chi-Square value of 20.689 (df = 12, p = 0.055) falling just above the conventional 0.05 significance threshold, suggesting the association is not statistically significant at the 5% level. However, the Likelihood Ratio test yields a p-value of 0.031, indicating statistical significance and suggesting a possible relationship between the variables. The Linear-by-Linear Association test (p = 0.645) shows no significant linear trend. Notably, 50% of the cells have expected counts less than 5, with the minimum

expected count being 0.94, which violates the assumptions of the Chi-Square test and may affect the reliability of the results. Therefore, while there is some indication of an association, the findings should be interpreted with caution due to these limitations.

Findings

- Majority of hires (55%) were made through references, while 45% were recruited via interviews.
- 42% of respondents reported they can only rarely or never share their opinions.
- Blind resume screening (29%) is the top choice for improving diversity hiring, highlighting a focus on reducing early-stage bias.
- A majority of respondents (62%) are willing to participate in diversity and inclusion initiatives.
- 44% of respondents say their companies always use technology, indicating strong integration in operations.
- A slight majority of respondents 52% reported facing challenges in their career growth.

Suggestions

- Train employees without bias and create systems to report and address discriminatory behaviour inside the organisation.
- The organisation can implement blind resume screening and standardized interviews to minimize bias.
- The organisation can design targeted workshops to boost cultural competence and inclusive leadership.
- The organisation needs to strengthen grievance mechanisms and improve transparency in HR decisions, to perceive unfair treatment.
- The organisation must collect employee feedback to reshape policies that better support career progression.

Conclusion

The study highlights that while the organization has a young, well-qualified, and experienced workforce, several challenges remain in achieving true diversity and inclusion. Issues such as gender imbalance, overreliance on reference-based hiring, limited awareness of diversity practices, and perceived unfairness in promotions suggest the need for more inclusive recruitment and workplace policies. A notable number of employees have observed bias and feel restricted in sharing ideas, and only half have received any form of diversity training. However, the willingness of 62% of employees to engage in diversity initiatives indicates a strong foundation for improvement. To foster a more inclusive environment, the study recommends diversifying hiring sources, ensuring transparency in promotions, implementing inclusive leadership training, and creating platforms for open communication and employee engagement.

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